

Linda Vista

Community Plan

“A Community of Neighbors...”



LINDA VISTA
COMMUNITY PLAN
and
Local Coastal Program
Land Use Plan

City of San Diego Planning Department
202 C Street, MS 5A
San Diego, CA 92101



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The following information has been incorporated into this November 2003 posting of the Linda Vista Community Plan:

Amendment	Date Approved by Planning Commission	Resolution Number	Date Adopted by City Council	Resolution Number
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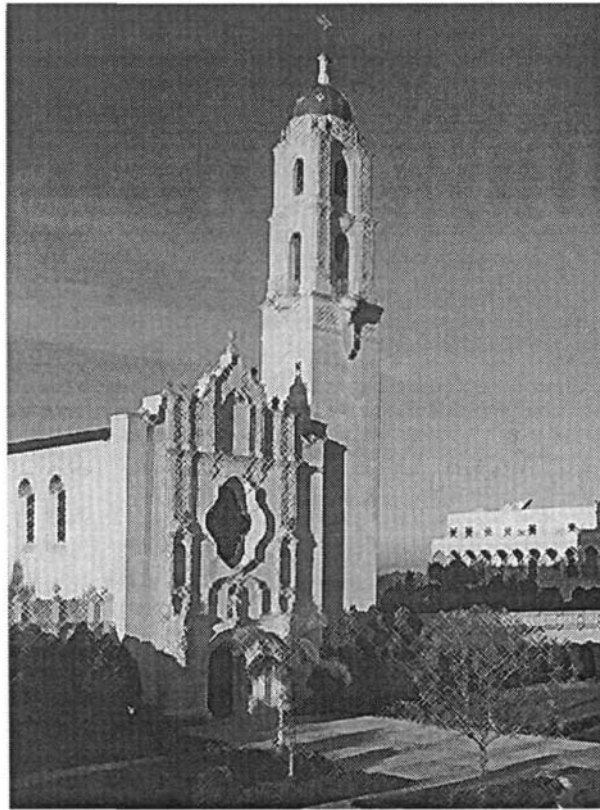
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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

COMMUNITY FEATURES

Linda Vista is a primarily residential community with distinct neighborhoods. It is centrally located near Centre City, Mission Valley, and Mission Bay, with easy freeway access and a street system with relatively good traffic flow. Despite its strategic location, Linda Vista has remained a low to medium density residential area; and aside from the Morena area and several large educational institutions, is not a major job center for the City.

Some of Linda Vista's best assets are its location, the cultural diversity of its people, and the presence of the University of San Diego. Other assets include moderately-priced housing and a strong sense of community spirit and cooperation. Conversely, the community suffers from the lack of a major chain-type grocery store, some localized physical deterioration, and poor name identification.

VISION STATEMENT

The Linda Vista community will experience moderate growth over the next twenty years. Increases in residential density will occur primarily in the central area of the community. This increase will occur through the redevelopment of existing parcels, rather than through the development of raw land. New residential development will be accompanied by adequate parking and landscaping, and by commensurate improvements to the community library, parks, roads, and other public facilities.

Tecolote Canyon, the community's major open space resource, will be preserved in its natural state. It will also provide recreational opportunities for residents of Linda Vista and the entire City of San Diego. Scenic resources, such as the slopes above Mission Valley, views to and from the University of San Diego, and views from public streets to Mission Bay will be maintained.

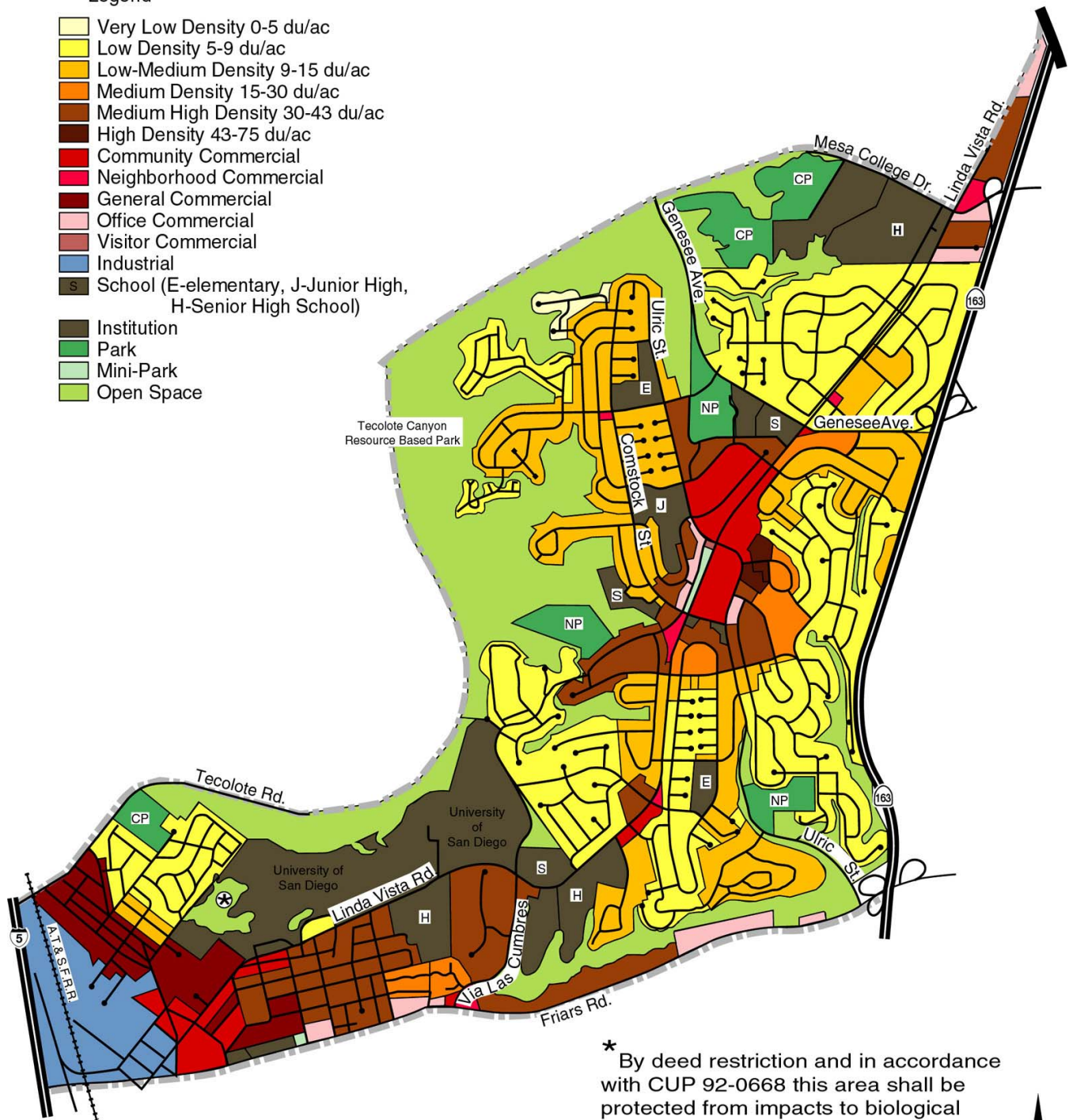
The circulation system will be enhanced by initiation of light rail service on the Mission Valley line and the mid-coast corridor to La Jolla. Bus and private shuttle transportation will link into these new rail lines. Pedestrian travel will also be enhanced by improved sidewalks and added landscaping.

The Morena industrial area will continue to be an important job center. The Morena commercial area will continue to provide for regional shopping opportunities, and will provide expanded local services, particularly restaurants. This area will add residential units through the conversion of some industrial land east of Napa Street to residential uses.

The Linda Vista Plaza and the blocks surrounding it will be strengthened as the heart of Linda Vista. Commercial and civic facilities will be concentrated here. This commercial area will be pedestrian-oriented, with street level commercial uses, improved sidewalks, landscaping, and the redevelopment of vacant or under-utilized parcels. Automobile-oriented uses will give way to retail and office development, and residential units on upper floors.

Legend

- Very Low Density 0-5 du/ac
- Low Density 5-9 du/ac
- Low-Medium Density 9-15 du/ac
- Medium Density 15-30 du/ac
- Medium High Density 30-43 du/ac
- High Density 43-75 du/ac
- Community Commercial
- Neighborhood Commercial
- General Commercial
- Office Commercial
- Visitor Commercial
- Industrial
- School (E-elementary, J-Junior High, H-Senior High School)
- Institution
- Park
- Mini-Park
- Open Space



* By deed restriction and in accordance with CUP 92-0668 this area shall be protected from impacts to biological or hillside resources



Land Use Map
Linda Vista Community Planning Area

1
FIGURE

COMMUNITY ISSUES

The major community issues that are addressed in this community plan are the following:

Residential

- Residential development has become difficult due to the requirement for discretionary permits and the increased parking requirements imposed on portions of the community. This has been a dis-incentive to redevelop deteriorating structures.
- Some believe that the operation of subsidized rental housing has made it difficult for private owners to offer units at competitive prices.
- Some residential projects continue to deteriorate due to lack of maintenance by owners.
- Better education about existing codes is needed to improve compliance.

Commercial

- Linda Vista lacks a major chain-type grocery store. This forces many residents to venture outside the community to fulfill their shopping needs, whereas a local supermarket would be an attractive feature adding to community life. Additional restaurants are also desirable.
- Although the commercial vacancy rate is low, a few commercial sites have remained vacant for years, inviting graffiti and vagrancy. A few commercial sites, such as the Thrift Village area north of Linda Vista Plaza, suffer from poorly-integrated development and empty (unutilized) and unattractive paved areas.
- The development of the Morena/Linda Vista trolley station brings opportunities for new transit supportive mixed-use development adjacent to the station.
- The existing development regulations for commercial areas in Morena may be discouraging needed redevelopment.

Industrial

- The Morena industrial area is a job center that should be maintained. The uses do not negatively affect surrounding neighborhoods. Development regulations may be discouraging the attraction of new businesses or the expansion of existing businesses.

Public Facilities

- Additional developed park acreage is needed in the Silver Terrace neighborhood to provide park land within walking distance of residents.

- The dog pound operated by the county of San Diego causes noise impacts on the Silver Terrace neighborhood.
- The San Diego Unified School District is considering closing and/or consolidating various schools in the community. Any schools which are closed should be considered for other public facilities. Also, public school facilities should undergo physical improvements to enhance the image of the community.
- The University of San Diego continues to operate as a prestigious institution. Expansion of the university should be carefully planned to follow the existing architectural theme, maintain sensitive hillsides, minimize traffic flow through the community, and provide sufficient parking.
- The University of San Diego High School is an asset to the community; however, it causes negative impacts to surrounding residential areas due to the lack of adequate on-site parking.

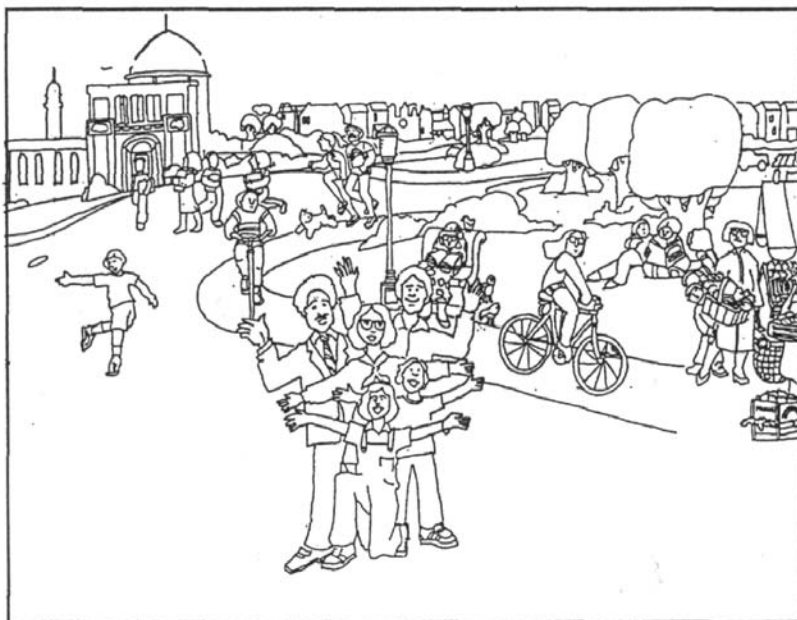
Urban Design

- Some of the major streets in the community are poorly landscaped. Additional landscaping would enhance the appearance of the community. Landscape species should be easily maintained and require minimal water.
- Overhead utilities detract from the appearance of the community.
- Pedestrian paths from residential neighborhoods to Linda Vista Plaza need improvement, including paving.
- The Morena area suffers from a disorganized appearance and confusing traffic flow.

GENERAL COMMUNITY

- Maintain Linda Vista as a primarily residential community including diverse neighborhoods.
- Maintain and enhance the role of the Linda Vista Plaza area as the commercial heart of Linda Vista and as the center of community life.
- Conserve the natural amenities of the community, including Tecolote Canyon and its finger canyons, public views, and the slopes along Friars Road, Ulric Street, and State Route 163 (SR-163).
- Encourage the improvement of the central Linda Vista residential area through improved pedestrian access, and by allowing moderate growth.
- Attract new commercial services to Linda Vista, particularly a supermarket and restaurants.

- Retain the job-producing industrial development in the Morena area, and encourage expanded rail service.
- Promote the expansion of the University of San Diego in a manner that positively affects the community.
- Promote the beautification of Linda Vista through a facade rebate program, undergrounding of utilities, and a landscape theme for the community's major streets.
- Improve the pedestrian environment and encourage the use of shuttles from transit stations.
- Maintain public view corridors to Mission Bay and the Pacific Ocean.
- Regulate the growth and operation of educational institutions so that impacts to the community are minimized.



INTRODUCTION

INTRODUCTION

PURPOSE OF THE PLAN

The Linda Vista Community Plan and Local Coastal Program Land Use Plan is the City of San Diego's statement of policy regarding growth and development of the Linda Vista community planning area over the next two decades. The plan proposes goals, policies, and strategies for land uses and public facilities. The plan designates areas for residential, commercial, industrial, and public uses, as well as areas that are to remain undeveloped. This document establishes the basis for development regulations, including such measures as zoning designations and development impact fees, and for the expenditure of public resources within the community.

PLAN ORGANIZATION

The Linda Vista Community Plan contains goals, policies, and recommended actions, and land use maps which illustrate the recommendations. A large (1 inch = 600 feet) map on file with the City depicts land use designations with greater clarity.

The Linda Vista Community Plan is organized as follows:

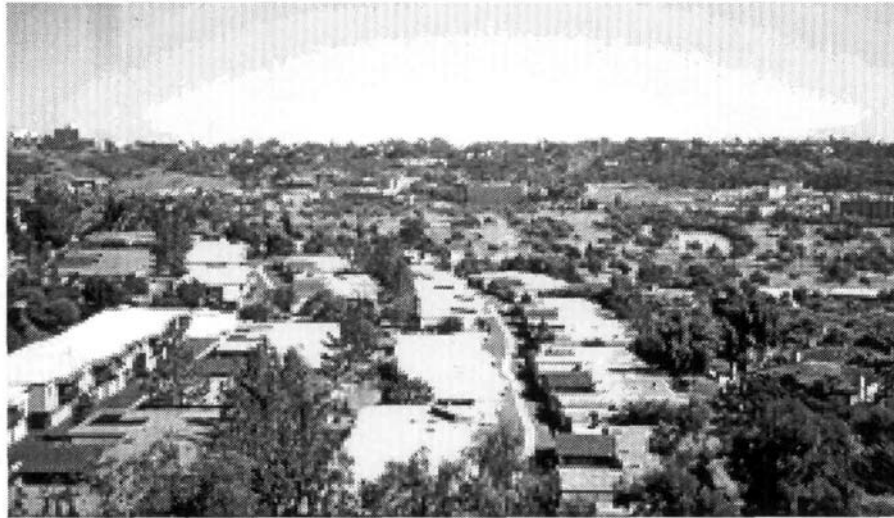
The Introduction describes the purpose of the plan, its organization and its development. The Planning Context section provides background information on the planning area, history, and urban and environmental settings which guide the development of plan policies.

The bulk of the plan consists of the "Plan Elements," each of which provides goals, policies, and proposals regarding a specific land use type - for example, residential, commercial, and industrial land uses, the circulation system and public facilities. Goals are ideal future conditions or expressions of community values. Policies are statements that guide future decisions in a manner that achieves these goals. Proposals are actions, procedures, programs, or techniques to carry out the policy. Examples of proposals include funding, zoning regulations, and future studies or plans. Each plan element also contains an "action plan," which identifies the funding, timing, and responsibility for the plan recommendations. The goals, policies, proposals, and action plans are designed to be consistent and mutually reinforcing.

HOW THE PLAN WAS DEVELOPED

The Linda Vista Community Plan was prepared by a cooperative effort of the Linda Vista Community Planning Committee, community citizens, other community organizations, and the City of San Diego. The Linda Vista Community Planning Committee formed a task force to work with City staff on the plan update. The task force met bi-weekly for a period of two years, and was open to all members of the community. The task force spent the first six months reviewing existing conditions, discussing key issues, and suggesting responses to these issues. City staff used these discussions as the basis for preparing drafts of each plan element. Each element was then reviewed in detail by the task force, with changes made according to the desire of the task force. Community workshops were held at key points during the plan update process to obtain broader feedback on significant planning issues.

This plan update also incorporates recommendations from earlier design workshops, economic development studies, and the 1983 Linda Vista Community Plan.



PLANNING CONTEXT

PLANNING CONTEXT

URBAN AND ENVIRONMENTAL SETTING

The Linda Vista community, comprising about 2,400 acres, is located on the southwestern portion of Kearny Mesa, overlooking Mission Bay and Mission Valley (see Figure 2). The planning area is generally bounded on the south by Friars Road, on the west by Interstate 5 (I-5), on the north by Tecolote Canyon and Mesa College Drive, and on the east by State Route 163 (see Figure 3).

Physically, the community is defined by: 1) Mission Valley, a broad urbanizing valley to the south of Linda Vista, rising up to 2) Kearny Mesa, a flat mesa punctuated by promontories near the University of San Diego, and 3) Tecolote Canyon, a large open space system operated by the City as a resource-based park.

There is very little vacant developable land left in Linda Vista. Much (1,274 acres) of the community is developed with residential use. Other significant land uses include light industrial and commercial in the Morena area, a university, and retail uses in central Linda Vista.

Hillsides

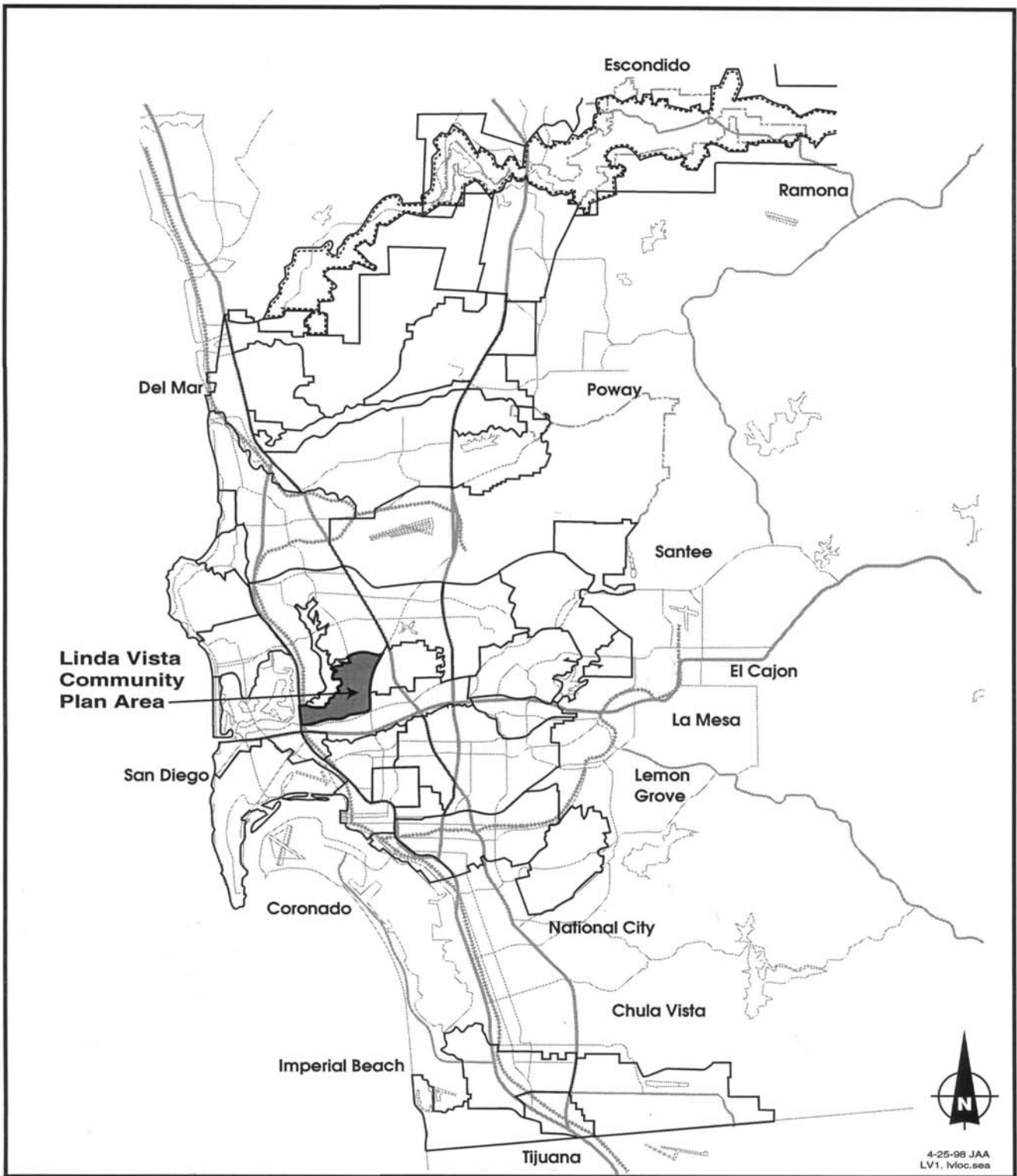
Linda Vista is topographically low along its southern border with Mission Valley, and in the Morena area at the western end of the community. The highest elevation, approximately 380 feet above mean sea level, is near the northern end of the community. Steep hillsides exist along Tecolote Canyon at the community's western edge, along finger canyons extending northward from Mission Valley, and along the edges of the University of San Diego campus.

Geology

The City of San Diego Seismic Safety Study shows that most of Linda Vista is built on stable geological conditions. The Old Town and Rose Canyon faults run through the Morena area of the community. These are considered potentially active faults that have a relatively high potential for liquefaction. The potential for slope instability occurs along Tecolote Canyon and its finger canyons, north of Friars Road east of Via Las Cumbres, and in the slopes around the University of San Diego.

LOCAL COASTAL PROGRAM

The California Coastal Act of 1976 established a coastal zone boundary and mandated that all jurisdictions within that boundary prepare a Local Coastal Program (LCP). The westernmost thirteen acres of the Linda Vista community are within the coastal zone (see Figure 4). This community plan is part of the City of San Diego's LCP. It contains policies and recommendations to address the coastal issues of physical and visual access to the Pacific Ocean and Mission Bay.



Location Map

Linda Vista Community Planning Area

CITY OF SAN DIEGO • COMMUNITY AND ECONOMIC DEVELOPMENT

Figure

2



DEVELOPMENT AND PLANNING HISTORY

Housing development in Linda Vista began with the Silver Terrace subdivision in the late 1880s. Development continued at a moderate pace through the first four decades of the 1900s. However, the community's greatest growth spurt occurred between 1941 and 1945. During World War II, the entire region faced an unexpected defense boom that resulted in an enormous influx of residents to staff the burgeoning defense industry. Housing shortages became so acute that factory officials reported an inability to recruit sufficient labor. As a result, the federal government began to build housing in San Diego, the largest of which was in Linda Vista. Three thousand dwelling units were built over a period of one year using mass production techniques.

Planned features of the new community included view lots, infrastructure, and landscaping. However, problems were encountered with the water and sewer systems being inadequate citywide, and a shortage of funding for completion of the landscaping, schools, library, and commercial uses. Overcrowded conditions were a problem from the start.

The Linda Vista Shopping Center was dedicated in 1942 by Eleanor Roosevelt as the nation's first shopping center. Extensive redevelopment of the center was conducted during the 1970s.

Still apparent are the numerous pathways and alleyways leading from surrounding residential neighborhoods to Linda Vista Plaza. Some of the pathways are still in use, while others have been built upon or removed.

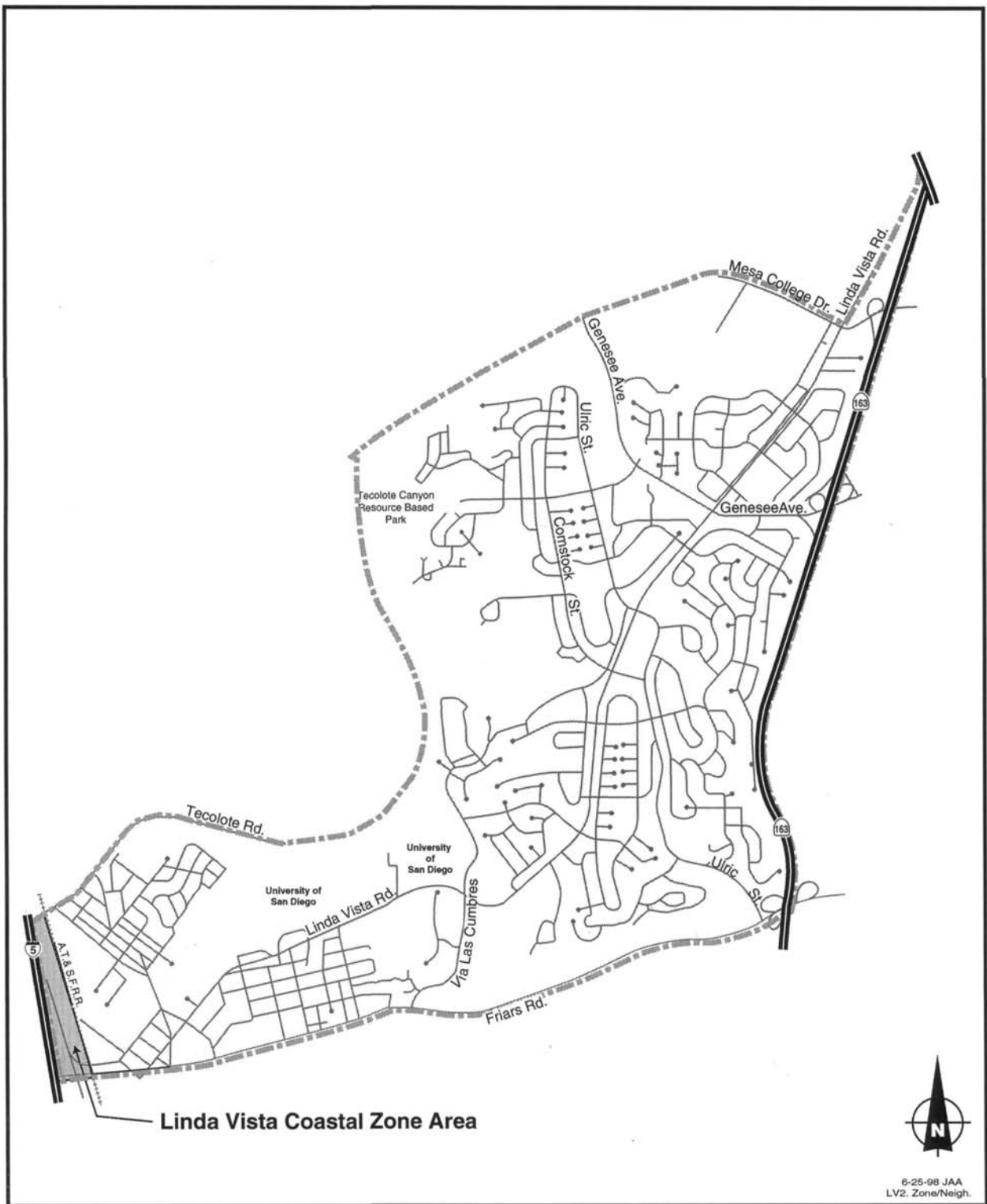
The University of San Diego (USD) has been a landmark of the community since its construction in the 1950s. USD is a private university with an enrollment of approximately 6,000 students. Multiple family development accelerated in the 1960s through 1980s in areas adjacent to USD, along Friars Road, and in areas overlooking Tecolote Canyon.

The late 1970s and 1980s brought an influx of Indochinese immigrants into Linda Vista. The immigrants include Vietnamese, Laotian, Hmong, and Cambodian people. Linda Vista remains an ethnically diverse community, with a population (as of 1990) that is 62 percent white, 22 percent Asian, 18 percent Hispanic, and 6 percent black.

The first community plan prepared for Linda Vista was the Morena area plan, covering about 380 acres. Linda Vista was included in the 1970 Kearny Vista Community Plan. Successes of the plan included the acquisition of Tecolote Canyon for open space, a housing improvement program, and the formation of a redevelopment project area for Linda Vista Plaza. The redevelopment area remains in effect today.

The first comprehensive plan for the enlarged community was the 1983 Linda Vista Community Plan. This plan calls for the intensification of land uses along Friars Road and near Linda Vista Plaza, the University of San Diego, and the Morena industrial area. Many of the rezonings recommended to implement that plan were not adopted.

A series of amendments to the Linda Vista Community Plan have been approved by the City Council since the plan's adoption. One amendment requires development along Friars Road to



Coastal Zone Boundaries
Linda Vista Community Planning Area
 City of San Diego • Community and Economic Development

Figure
4

compete with development in Mission Valley for development allotments based on vehicle trips. In other amendments, residential densities were lowered in some (predominantly single-family) areas. Additionally, ordinances were enacted limiting the issuance of building permits and requiring discretionary permits for multifamily projects until the Linda Vista Plan Update is complete.

Many of the residential structures in Linda Vista today date back to the boom period of the 1940s. The street system, particularly in central Linda Vista, remains much the same as it was 50 years ago. Housing types in this area include small single-family homes on small lots, duplexes, triplexes, and small apartment buildings in the garden apartment style.